

## NEW SWEET POTATO TOTS

Upgrade medium tots to Sweet Potato Tots for \$1.<sup>50</sup> more.



Served with Ketchup.

# SWEET + SPICY = SWICY

Add a drink to make the perfect Sweet & Spicy Combo.



See menu for Jumbo Popcorn Chicken pricing.

## NEW SPICY JUMBO POPCORN CHICKEN

Upgrade substitutes Sweet Potato Tots for Fries or Tots. Upgrading to Sweet Potato Tots costs extra. Tax not included. Add-ons and add-ins cost extra. Limited time only at participating SONIC Drive-Ins. TM & © 2013 Mar America's Drive-In Brand Properties LLC



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NEW

# MOLTEN CAKE SUNDAES

**DESSERT TO THE POWER OF DESSERT.**  
Rich chocolate cake filled with hot fudge and topped with real ice cream.

each sundae\*  
**\$3.99**  
plus tax

\*A sundae consists of one cake with choice of topping. Add-ons cost extra. Limited time only at participating SONIC Drive-Ins. TM & © 2013 Mar America's Drive-In Brand Properties LLC



**REAL**  
Ice Cream  
made with  
Fresh Milk & Cream

## SCHEDULE

Force Shipment, Training Materials Posted Online  
Leader-Led Training  
Crew Training, Training Materials Arrive, POP Arrives  
Post POP (EOD)  
Soft Sell  
Media Begins  
Tot of Gold Quick Shot Day  
Media Ends

Week of 1/28/13  
Week of 2/4/13  
Week of 2/11/13  
2/17/13  
Week of 2/18/13  
2/25/13  
2/17/13  
3/31/13

# EXECUTION GUIDE

MARCH 2013

# PROMOTION SNAPSHOT

**PROMOTION:** Spicy Popcorn Chicken, available in Snack and Large Sizes. With this limited time promotion, we will be offering 2 additional dipping sauces, Berry Spicy and Creamy Chipotle.

## TIMELINE:

- Onlot = February 18 to April 21, 2013
- Media = February 25 to March 31, 2013

## NEW SKUS: 3

- Spicy Popcorn Chicken – (4) 5 lb. bags
- Berry Spicy Dipping Sauce – 180 per case
- Creamy Chipotle Dipping Sauce – 180 per case



## ADU:

- 25 total (10 Snack, 15 Large)

## F&P % & GPP \$:

- Snack = 25.40% and \$2.23 (price point of \$2.99)
- Large = 27.79% and \$2.88 (price point of \$3.99)

## SUGGESTIVE SELL:

- Add a drink/slursh or make it a combo (use #8 combo discount)
- Add Sweet Potato Tots or Molten Cake Sundae

**PROMOTION:** Sweet Potato Tots available in the Medium Size (23 Tots). However, if requested, Small = 15 Tots, Large = 35 Tots. Recommended price point is \$1.50 upcharge to current Tot pricing.

## TIMELINE:

- Onlot = February 18 to April 21, 2013
- Media = February 25 to March 31, 2013

**NEW SKUS:** 1, Sweet Potato Tots - (6) 2.5 lb. bags per case

## ADU: 26

## F&P % & GPP \$:

- Medium = 25.09% and \$2.31 (price point of \$3.09)
- Small = 20.41% and \$1.99 (price point of \$2.50)
- Large = 33.19% and \$2.33 (price point of \$3.49)

## SUGGESTIVE SELL:

- Spicy Popcorn Chicken or a Drink/Slursh
- Suggest when guest orders a combo



**PROMOTION:** Molten Cake Sundae, available in 3 distinct builds (Fudge Brownie, Turtle, Strawberry Banana Split). Priced at \$3.99 each.

**TIMELINE:**

- Onlot = February 18 to March 24, 2013
- Media = February 25 to March 31, 2013

**NEW SKUS: 4**

- Molten Bundt Cakes – 48 per case
- Nestle™ Brownie Pieces – 20 lb. case
- Pecan Pieces – 5 lb. case
- Sundae Packaging – 250 per case

**ADU: 16 Total**

- Fudge Brownie = 7
- Turtle = 6
- Strawberry Banana Split = 3

**F&P % & GPP \$:**

- Fudge Brownie = 35.49% and \$2.25
- Turtle = 37.48% and \$2.18
- Strawberry Banana Split = 35.06% and \$2.27

**SUGGESTIVE SELL:** Drink/Slush or Spicy Popcorn Chicken or Sweet Potato Tots



## CONTINUING ON LOT THRU MARCH

**PROMOTION:** Premium Burritos (Steak, Ultimate Meat & Cheese, and SuperSONIC)

**TIMELINE:** Onlot = February 18 to April 21, 2013

## QUICK SHOT DAY

**PROMOTION:** Tot of Gold (March 17, 2013).  
Offer and Execution Guide to follow.



## SELECT MARKETS

**PROMOTION:** Fish Sandwich or Fish and Crab Sandwiches. See Fish or Fish/Crab Execution Guides (sent with February 2013 promotion materials) for more details.

### TIMELINE:

- Onlot = February 18 to March 31, 2013

**NEW SKUS:** 2 or 3 (dependent on market)

- Tartar Sauce
- Fish Fillets
- Crab (only select markets)

### ADU:

- Fish = 7 to 11 per day
- Fish and Crab = 7 to 11 per day

### F&P % & GPP \$:

- Fish = See appropriate Execution Guide for details.
- Crab = See appropriate Execution Guide for details.

**SUGGESTIVE SELL:** Add a drink/slush, Sweet Potato Tots or Molten Cake Sundae

## NEW SKUS

Spicy Popcorn Chicken	Force Ship	Pack Size	Store	Shelf Life
Spicy Popcorn Chicken	2	(4) 5 lb. Bags (approx. 15 Snack Orders / bag) (approx. 10 Large Orders / bag)	Frozen	6 months (manufactured date)
Berry Spicy Dipping Sauce	1	180 PC Dipping Sauces	Room Temperature	4 months (manufactured date)
Creamy Chipotle	1	180 PC Dipping Sauces	Room Temperature	4 months (manufactured date)
Sweet Potato Tots	Force Ship	Pack Size	Store	Shelf Life
Sweet Potato Tots	2	(6) 2.5 lb. Bags (approx. 6 Medium Orders / bag)	Frozen	9 months (manufactured date)
Molten Cake Sundaes	Force Ship	Pack Size	Store	Shelf Life
Molten Bundt Cakes	2	4 sheets of 12 (48 cakes / case)	Frozen/ Room Temperature (once tempered)	6 months Frozen 14 days Tempered (refrigerated) 24 hours Tempered (room temp.)
Brownie Pieces	1	20 lb case (approx. 640 portions / case)	Frozen/ Refrigerated	12 months Frozen 24 hours Refrigerated (in Fountainette)
Roasted Pecans	1	5 lb case (approx. 177 portions / case)	Frozen/Room Temperature	12 months Frozen 6 months Refrigerated 48 hours Room Temperature
Sundae Packaging	1	(10) Sleeves of 50 = 500 pieces (250 complete sets)	Room Temperature	



# FORCE SHIPMENT (WEEK OF 1/28/13)



## SPICY POPCORN CHICKEN

- Snack Size = 5.2 oz.  
Raw = 4.0 oz. Cooked
- Large Size = 8.0 oz.  
Raw = 6.8 oz. Cooked

## NEW DIPPING SAUCES

- Creamy Chipotle and Berry Spicy Dipping Sauce:  
180 per case (current sauces come in cases of 100)
- Sauces have "Best if used by" dates printed  
on the individual PC packaging (4 months from  
manufactured date). See Image A.



## BUNDT CAKES

- Sheets per case = 4
- Cakes per sheet = 12
- Temper = 2-4 hours  
refrigerated in walk-in cooler
- Temper in Sundae Packaging
- Once tempered, max. hold  
time is 14 days refrigerated,  
and 24 hours at room  
temperature.



## BROWNIE PIECES

- 1 case = 20 lbs.
- Shipped Frozen
- Hold in Fountainette
- Max. hold time = 24 hours Refrigerated



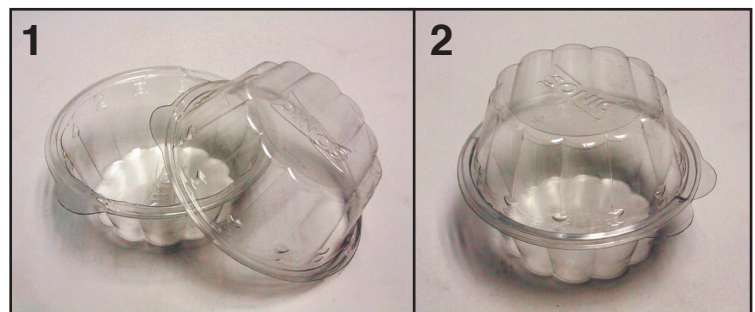
## ROASTED PECANS

- 1 case = 5 lbs.
- Shipped Frozen
- 6 months refrigerated
- Max Hold Time = 48 hours at room temperature
- Can be served CHILLED (Fountainette) or at ROOM TEMPERATURE.

# FORCE SHIPMENT (RECEIVED BY 2/13/13)

## SUNDAE PACKAGING

- Case pack = 250 sets
- NOTE: Top and Bottom packaging pieces are the SAME (Image 1). They snap together.
- Lids and Dishes snap together (they are the same piece). The lid should snap to the dish if the tab is to the LEFT of the bottom tab (Image 2).



## STICKERS



Stickers are available from DOT IT to help distinguish products. Product specific stickers are available for the promotional period. Drive-ins will need to order their own stickers. THESE WILL NOT BE FORCE SHIPPED.

Stickers are \$2.40 per roll of 1,000.



# SPICY POPCORN CHICKEN

SPY POP

LG SPY POP

## PROJECTIONS

SALES VOLUME	\$850,000	\$1M	\$1.25M	\$1.5M	\$2M	Your Projections
Spicy Popcorn Chicken Total (Daily)	21	25	30	37	50	
Snack Size	9	10	13	15	20	
Large	12	15	18	22	30	

## PROGRAM INFORMATION

LONG DESCRIPTION	SHORT DESC.	PLU	NT #	Price	F&P %	GPP
SPICY POPCORN CHICKEN	SPY POP	37400	1710	\$2.99	25.39%	\$2.23
LG SPICY POPCORN CHICKEN	LG SPY POP	37403	1711	\$3.99	29.44%	\$2.81

All numbers are based on pricing as of January 18, 2013, at a price point of \$2.99 (Snack Size), and \$3.99 (Large Size).

## SNACK SIZE



1. Raw Weight = 5.2 oz.
2. Cook Time = 4:00 (Cook in Vats 3 or 4 ONLY)
3. Cooked Weight = 4.0 oz. (9-11 pieces)
4. Place in SNACK SIZE Popcorn Chicken Carton
5. Place "SPICY" sticker on carton
6. Serve with 1 PC Dipping Sauce, 1 SONIC® Mint, and 2 napkins

## LARGE SIZE



1. Raw Weight = 8.0 oz.
2. Cook Time = 4:00 (Cook in Vats 3 or 4 ONLY)
3. Cooked Weight = 6.8 oz. (16-18 pieces)
4. Place in LARGE SIZE Popcorn Chicken Carton
5. Place "SPICY" sticker on carton
6. Serve with 2 PC Dipping Sauce, 1 SONIC® Mint, and 2 napkins

## HOLD TIME

Dump Station = 10 minutes

Prince Castle Holding Unit:

Swamp Side = 45 minutes (no lid, with trivet)

Grill Side = 30 minutes (no lid, with trivet and riser)

**If you are holding in the Prince Castle Holding Unit, you must place a TRIVET in the pan.**



## IMPORTANT REMINDERS:

- Cook Time = 4:00 minutes
- Raw Weights: 5.2 oz. & 8.0 oz.
  - The 8.0 oz. raw weight is for both Spicy Popcorn Chicken and current Jumbo Popcorn Chicken.
- Cooked Weights: 4.0 oz. & 6.8 oz.
  - The 6.8 oz. cooked weight is for both Spicy Popcorn Chicken and current Jumbo Popcorn Chicken.
- **Preportioning is HIGHLY recommended.**

# SIZES & WEIGHTS

Sizes and weights of Popcorn Chicken vary; target piece size must fall between 8-22 grams (82% of the bag).



**7 grams or less:** Sonic specification allows no more than 8% of the bag to be 7 grams or less by weight.



**8 grams**



**10 - 14 GRAMS**



**22 grams**

————— **TARGET RANGE** —————

**23 - 28 gram piece size:** Maximum allowed, no more than 10% of the bag by weight.

## COMPARISON



**REGULAR VS. SPICY  
RAW**



**REGULAR VS. SPICY  
COOKED**

There is a noticeable color difference between the Spicy Popcorn Chicken and the current Popcorn Chicken, but to ensure order accuracy, both must be held separately, cooked and uncooked.



# SWEET POTATO TOTS

SWEETOTS

SM SWEETOT

LG SWEETOT

## PROJECTIONS

SALES VOLUME	\$850,000	\$1M	\$1.25M	\$1.5M	\$2M	Your Projections
Sweet Potato Tots Total (Daily)	22	26	33	39	52	
Small	3	4	5	6	8	
Medium	16	18	23	27	36	
Large	3	4	5	6	8	

## PROGRAM INFORMATION

LONG DESCRIPTION	SHORT DESC.	PLU	NT #	Price	F&P %	GPP
Sweet Potato Tots (Medium)	SWEETOTS	31290	1318	\$3.09	25.06%	\$2.31
Sweet Potato Tots (Small)	SM SWEETOT	31292	1319	\$2.50	20.41%	\$1.99
Sweet Potato Tots (Large)	LG SWEETOT	31293	1320	\$3.49	33.19%	\$2.33

All numbers are based on pricing as of January 18, 2013, at a price point of \$3.09 (Medium Size).



1. Cook appropriate amount of Sweet Potato Tots:  
SMALL = 15 Tots  
MEDIUM = 23 Tots (Pictured)  
LARGE = 35 Tots
2. Cook time = 3:00
3. Salt finished Sweet Potato Tots
4. Place in appropriate carton. Serve with 2 Ketchup PCs, 2 Salt PCs, 1 SONIC® Mint, 2 napkins.

## IMPORTANT REMINDERS:

- Portioning for Sweet Potato Tots is different than current Tater Tot portioning.
- Cook Time = 3:00 (cooked in Vats 1 or 2).
- Sweet Potato Tots are served with 2 Ketchups.  
If guests request a dipping sauce, the recommendations are:
  - Honey Mustard
  - Ranch
- Sweet Potato Tots should be salted.
- Maximum hold time on Sweet Potato Tots is 5 minutes, cook to order except during peak periods.
  - Pre-portioning of Sweet Potato Tots is highly recommended.
- POP only pictures a Medium Sweet Potato Tot, however, if a guest requests a small or a large Sweet Potato Tot, accommodate the guest (good suggestive sell).

# MOLTEN CAKE SUNDAES

## FUDG CKE

## TRTL CKE

## SPLT CKE

### PROJECTIONS

SALES VOLUME	\$850,000	\$1M	\$1.25M	\$1.5M	\$2M	Your Projections
<b>Molten Cake Sundae Total (Daily)</b>	<b>14</b>	<b>16</b>	<b>20</b>	<b>24</b>	<b>32</b>	
Fudge Brownie	6	7	9	11	14	
Turtle	5	6	7	9	12	
Strawberry-Banana	3	3	4	4	6	

### PROGRAM INFORMATION

LONG DESCRIPTION	SHORT DESC.	PLU	NT #	Price	F&P %	GPP
MLTN CKE SUN HOTFUDGE BRNE	FUDG CKE	26140	1667	\$3.99	29.34%	\$2.81
MOLTEN CAKE SUNDAE TURTLE	TRTL CKE	26160	1665	\$3.99	34.19%	\$2.62
MLTN CKE SUN STRBRYBNANA SP	SPLT CKE	36200	1666	\$3.99	30.66%	\$2.76

All numbers are based on pricing as of January 18, 2013, at a price point of \$3.99.

### MOLTEN BUNDT CAKES:

- Cakes are shipped frozen.
- Transfer cakes to sundae packaging while still frozen for tempering process (transferring after tempering will cause cake to fall apart and stick to shipping packaging).
- Place packaging with cakes on a red tray and place in Onion Ring Rack. Add a temper tag on the tray, NOT on the packaging.
- Temper Time = 2-4 hours (refrigerated) or 1-2 hours (room temperature).
- The cakes are good for 14 days refrigerated.
- The cakes are good for 24 hours at room temperature.



**REFRIGERATED  
TEMPER TAG:  
EXPIRE (14 DAYS)**

**ROOM TEMP.  
TEMPER TAG:  
EXPIRE (24 HRS)**

### BROWNIE PIECES:

- Remove inclusion that your drive-in sells the least of, place it in the bottom (refrigerated) of the Fountainette in a 1/9 size pan.
- Place Brownie Pieces in Fountainette with lid.
- Hold Time = 24 hours in the Fountainette, 14 days in the walk-in cooler.
- Use ½ oz. green spoon to portion Brownie Pieces. (1 scoop for the Fudge Brownie Molten Cake Sundae).



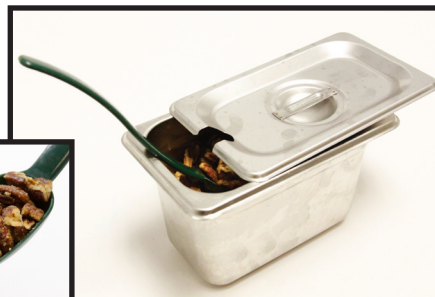
Green Spoon  
= ½ oz. (vol)  
Approx. 13-15  
pieces



### ROASTED PECANS:

- Place pecans in 1/9 size.
- May be held on top of Fountainette (room temp.) or in the bottom (refrigerated) of the Fountainette.
- Hold Time = 6 months from manufactured date (refrigerated).
- Hold Time = 48 hours (room temperature).
- Use ½ oz. green spoon to portion pecans.

Green Spoon  
= ½ oz. (vol)



All Molten Cake Sundaes are built the same way for the **FIRST FOUR STEPS** and the **LAST THREE STEPS**. **ONLY STEPS 5 AND 6 CHANGE.**



1. **Chocolate Bundt Cake\***
2. 1 oz. (vol) Hot Fudge Topping in the middle of the cake



3. 1 oz. (vol) Hot Fudge Topping around the outside of the cake



4. (1) Real Ice Cream tower (approx. 1½" to 2") in the center of the cake (on top of the Hot Fudge)

### FUDGE BROWNIE



5. 1 oz. (vol) Chocolate Syrup on the Real Ice Cream tower



6. ½ oz. (vol) **Fudge Brownie Pieces**
7. (2) ¼ oz. (wt) Whipped Topping stars on either side of cake



8. 1 Maraschino Cherry (on top of Real Ice Cream tower)
9. Place lid on dish

### TURTLE



5. 1 oz. (vol) Caramel Syrup on the Real Ice Cream tower
6. ½ oz. (vol) **Roasted Pecan Pieces**



7. (2) ¼ oz. (wt) Whipped Topping stars on either side of cake
8. 1 Maraschino Cherry (on top of Real Ice Cream tower)



9. Place lid on dish

### STRAWBERRY BANANA SPLIT



5. 1 oz. (vol) Strawberry Topping on the Real Ice Cream tower



6. ½ Banana (cut into ¼" medallions) approx. 6-8 medallions
7. (2) ¼ oz. (wt) Whipped Topping stars on either side of cake



8. 1 Maraschino Cherry (on top of Real Ice Cream tower)
9. Place lid on dish

### IMPORTANT REMINDERS:

- 2 oz. of Hot Fudge is used in ALL 3 Molten Cake Sundaes. (1 oz. in the middle of the cake, 1 oz. around the outside of the cake).
- Chocolate Syrup is used on the Fudge Brownie Molten Cake Sundae.
- Brownie Pieces should be held in the Fountainette for a maximum of 24 hours.
- Roasted Pecans are ONLY used on the Turtle Molten Cake Sundae. **CAUTION: ALLERGEN!**
- Chocolate and Caramel must be refrigerated once opened. Product will spoil at room temperature.

# EQUIPMENT READINESS

## FRYING BEST PRACTICES

1. Filter propely and regularly.
  - a. Fryers should be filtered **TWICE DAILY**.
2. SKIM SKIM SKIM
  - a. Throughout the day the fryer should be skimmed to remove excess fried particles.
  - b. Skimmers are available from Hagar and Wasserstrom.
3. Boil out once a month (MINIMUM).
4. Avoid the Dreaded 6:
  - a. Six items that break down liquid shortening:
    - Water
    - Salt
    - Excess Crumbs
    - Product Particles
    - Excess Heat
    - Metal
5. Don't leave empty baskets in fryers.
  - a. Metal breaks down shortening.
6. NO BLANCHING.
  - a. Recooked product will cause shortening breakdown.
7. Frozen ONLY.
  - a. Cooking product that is thawed or left out at room temperature will cause the shortening to break down.
8. Clean exhaust filters at close.
9. Know the fry times.
  - a. Overcooking can cause shortening breakdown.

## HOT FUDGE PUMP BEST PRACTICES

- Ensure Hot Fudge pump is turned on at open and set to 110°F.
- Properly clean pump daily.
- Ensure Hot Fudge cylinder is placed in the warmer - **do not place the open Hot Fudge Can into the warmer** (food safety critical violation).
- Order replacement Hot Fudge Warmers from Wasserstrom or Hagar.

### Hagar

Warmer: Sr82066

Pump: Sr81320

Spacer: Sr82063

Insert: H30209

### Wasserstrom

Warmer: 308720

Pump: 308458

Spacer: 308466

Insert: 308721

For pricing, contact your preferred vendor. Hagar: 1-800-727-6642 Wasserstrom: 1-866-634-8927



## DEFINING OVERRUN

The word **overrun** means simply the percentage of air added to the Real Ice Cream mix during the freezing process. The air is added by either a gravity mix feed or a combination mix/air pump. Controlling the overrun is important in maintaining consistency in the product and product quality.

- Too much overrun (air) results in a light, fluffy product lacking the cold refreshing taste of a quality ice cream product.
- Too little overrun results in a heavy product, uses too much mix and negatively impacts profits.

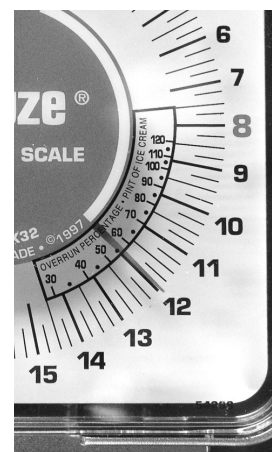
## MEASURING OVERRUN

Follow these steps to measure the amount of air in your finished product:

1. Use a Pelouze 32 oz. Ice Cream Scale and 16 oz. (pint) container (available from Hagar H100181 or Wasserstrom Smallwares #317250).
2. Place the empty 16 oz. container on the scale and set scale to read zero by turning the adjustment screw on the back of the scale clockwise until the needle on the dial points to zero. This will counter the weight of the measuring cup so that only the weight of the Real Ice Cream is measured.
3. Fill the measuring cup with Real Ice Cream. Make sure that the cup is completely filled and there are no air pockets within it. The Real Ice Cream must be level with the top of the cup.
4. Place the full measuring cup onto the scale and weigh.
5. The ideal overrun of Sonic Real Ice Cream is 50% to 60% if using an ice cream machine, or 45% to 55%, if using a shake machine. The scale is designed to give you exact overrun.

**PLEASE NOTE:** In order to eliminate too little or too much air during machine set-up, you should take overrun only after the first full barrel has been used. At this point, the air has been regulated automatically by the pump during the freezing process. This will give you an accurate reading of ice cream overrun.

Ensure stars are installed properly. Clean and sanitize every two (2) hours. Additional stars are available from Hagar and Wasserstrom.



## OVERRUN TIPS

Drawn Ice Cream	Overrun Percentage	Results	Troubleshooting
10.5 oz. 11 oz.	71% 64%	Poor quality product, too much air	Duck bill missing on adaptor; hose bent (not allowing product to cycle); incorrect air meter (change to lower number)
<b>11.5 oz. 12 oz.</b>	<b>57% 50%</b>	<b>Ideal percentage 50% to 60%</b>	<b>Flawless Execution</b>
12.5 oz. 13 oz. 13.5 oz. 14 oz.	44% 38% 33% 29%	Wasted mix, higher food cost	Incorrect air meter (change to higher number); hose clogged (not allowing air to circulate)

Some machines allow for overrun to be regulated by an adjustment “Air Meter”. Some of the most commonly used machines at Sonic are Electro Freeze, Taylor and Stoelting. **NOTE:** Gravity-fed Ice Cream Machines cannot be adjusted to impact overrun.

## CLEANLINESS TIPS

With 10% butter fat and high quality ingredients, cleaning is EXTREMELY important for the product to be served correctly.

- Follow daily, weekly, monthly, and annual cleaning and preventative maintenance recommendations.
- Fully disassemble, clean and sanitize a minimum of twice per week with SSDC Chlor-san.
- SSDC Citrus De-limer should be used once per month to remove milk stone build-up.

### **PRIMARY CAUSES OF GRITTY OR CHURNED OUT ICE CREAM:**

- Mechanically overworking the Ice Cream: pressure micro-switch is sticking, thermostat is sticking, not using the “Night Switch” setting, viscosity issues in Taylor Machines.
- Cleaning, sanitizing and de-liming issues.
- Correct training of managers and assistant managers.
- Not throwing away product from barrel and bin weekly (not breaking the cycle).

ELECTRO FREEZE	TAYLOR	STOELTING
Model #30CMT* (existing) (Units are shipped with 4 air meters) RMT* (2 years)	Models #876 and #8752	Model #U431
Overrun is too high: Change air meter to a lower number.	Overrun is too high: call for service.	Overrun is too high: call for service.
Overrun is too low: Follow manufacturer’s recommended procedures. Change air meter to a higher number.	Overrun is too low: call for service.	Overrun is too low: call for service.

\*Both these models will be shipped with four air meters, #16-19. Model #30 CMT will utilize #18 or 19 and RMT will utilize primarily #16 or 17.

## IMPACT OF OVERRUN

### Example: Store 1 - 30% overrun

4,500 gallon liquid mix  
at \$4.94 per gallon = \$22,230.00  
5,850 gallons finished product

### Example: Store 1 - 60% overrun

4,500 gallon liquid mix at \$4.94 per  
gallon = \$22,230.00  
7,200 gallons finished product

7,200		1,350
5,850		
<hr/>		
1,350 gallons		

	x \$4.94
<hr/>	
Profit	\$6,669.00

## MONTHLY MILKSTONE PROCEDURE

Note: A Milkstone Remover (Citrus De-limer) is required monthly.

After performing Step 7, (Bi-Weekly Cleaning Procedures), and prior to assembly:

1. Prepare 1 gallon Citrus De-limer solution.

**Mix Ratio = 1 packet of Citrus Delimer per gallon of warm water.**

2. Place the Pick-Up Tube into the container of de-limer.

3. Allow de-limer to run in cylinder for 10 minutes.

4. Disassemble machine, (follow Bi-Weekly Cleaning Procedures).

**PLEASE NOTE: All cleaning instructions can be found online on PartnerNet, in the Sonic Operations Manual or Equipment Information Center where PDFs can be printed for your reference.**

## SMALLWARES

Below is a complete list of smallwares needed for the promotional window. Check your smallwares to ensure your drive-in has all necessary smallwares, and order accordingly.

	Qty. Needed for Promo	Hagar	Wasserstrom
Green Candy Spoon	2	H10134	211033
1/9 Pan with Lid	2	Pan – H30019, Lid - H30021	Pan - 100521, Lid-100501
Red Onion Ring Tray	IF NEEDED	H40045 (12 pk)	281121
Overrun Scale and 16 oz Container (Kit)	IF NEEDED	H80027	317250
16 oz Overrun Container (ONLY)	1	H800181	450260
Ice Cream STAR	2	EF196185	111119
Hot Fudge Warmer	IF NEEDED	SR82066	308720
Hot Fudge Pump	IF NEEDED	SR81320	308458
Hot Fudge Spacer	IF NEEDED	SR82063	308466
Hot Fudge Insert	IF NEEDED	H30209	308721
Fry Skimmer	IF NEEDED	H10032	120300
Popcorn Chicken Cup	IF NEEDED	H10133-1	6010365

# ORDER GUIDE

\*Promotional window = Feb. 25 - Mar. 31, 2013  
(on lot begins Feb. 18)

Spicy Popcorn Chicken					Snack	Large	Total
					10	15	25
Order Guide	Spicy Popcorn Chicken Projections				Cases needed based on Projections (approx.)		
	Daily	Weekly	Promotional Window*	Portions per Case	Daily	Weekly	Promotional Window*
POPCORN CHICKEN - SPICY	25	175	1050	60	0.538	3.765	22.588

Sweet Potato Tots				Small	Medium	Large	Total
				4	18	4	26
Order Guide	Sweet Potato Tot Projections				Cases needed based on Projections (approx.)		
	Daily	Weekly	Promotional Window*	Portions per Case	Daily	Weekly	Promotional Window*
SWEET POTATO TOTS	26	182	1092	36	0.718	5.027	30.161

Molten Cake Sundaes		Fudge Brownie	Turtle	Strawberry Banana Split	Total		
		7	6	3	16		
Order Guide	Molten Cake Sundae Projections				Cases needed based on Projections (approx.)		
	Daily	Weekly	Promotional Window*	Portions per Case	Daily	Weekly	Promotional Window*
BUNDT CAKES	16	112	672	48	0.333	2.333	14.000
BROWNIE PIECES	7	49	294	640	0.011	0.077	0.459
PECAN PIECES	6	42	252	177	0.034	0.237	1.424
SUNDAE PACKAGING	16	112	672	250	0.064	0.448	2.688
TOPPING - HOT FUDGE	16	112	672	288	0.056	0.389	2.333

**These projections are for the AVERAGE drive-in. If your drive-in is a \$1M+ location, you will need to adjust your projections accordingly.**



# TRAINING MATERIALS

## SPICY POPCORN CHICKEN

**SPY POP** **LG SPY POP**

**Cook Time = 4:00 min.**  
**Cook in VATS = 3 or 4 ONLY**  
**Hold Time = 10 mins.** (Pump Station)

**Hold Time = 45 mins.**  
 (Prince Castle Holding Cabinet – Swamp Side: No lid, with Trivet)

**Hold Time = 30 mins.**  
 (Prince Castle Holding Cabinet – Grill Side: No lid, with Trivet AND Riser)

If you are holding in the Prince Castle Holding Cabinet, you must place a **trivet** in the pan.



**SNACK SIZE:**  
 Cooked Weight = 4 oz.  
 Pre-Cooked Weight = 5.21 oz.  
 Approx. 9-11 pieces

**SERVE WITH:**  
 2 Napkins  
 1 SONIC® Mint  
 1 PC Condiment

**LARGE SIZE:**  
 Cooked Weight = 6.8 oz.  
 Pre-Cooked Weight = 8 oz.  
 Approx. 16-18 pieces



**SERVE WITH:**  
 2 Napkins  
 1 SONIC® Mint  
 2 PC Condiments



## SWEET POTATO TOTS

Size	Short Description	Cook Time	Hold Time	Portion
Medium	SWEETOTS	<b>3 MINUTES</b>	5 minutes (max)	*23 tots


**SIZE COMPARISON:**

Tater Tot =  Sweet Potato Tot = 

**SERVE WITH (MEDIUM):**

- 2 Ketchup PCs
- 2 Salt PCs
- 1 SONIC® Mint
- 2 Napkins

\*If other sizes are requested:  
 Small Size = 15 Tots, Large Size = 35 Tots



Drive-ins will be provided one (1) of each Build Card. Please post in the appropriate station.

Drive-ins will be provided three (3) copies of the Switchboard Card. Please post in the Switchboard station.

## MOLTEN CAKE SUNDAES

All Molten Cake Sundae are built the same way for the FIRST FOUR STEPS and the LAST THREE STEPS. Only Steps 5 and 6 change.

\* Temper Time = 2-4 hours.  
 \* Once tempered, shelf life is 14 days, refrigerated.  
 \* Serve cake at room temperature.

**CHOCOLATE BUNDT CAKE**

1. Chocolate Bundt Cake\*

2. 1 oz. (vol) Hot Fudge Topping in the middle of the cake

3. 1 oz. (vol) Hot Fudge Topping around the outside of the cake

4. (1) Real Ice Cream tower (approx. 1 1/2" to 2") in the center of the cake (on top of the Hot Fudge)

**STRAWBERRY BANANA SPLIT**

5. 1 oz. (vol) Strawberry Topping on the Real Ice Cream tower

6. 1/2 Banana (cut into 1/4" medallions) approx. 6-8 medallions

7. (2) 1/4 oz. (wt) Whipped Topping stars on either side of cake

8. 1 Maraschino Cherry (on top of Real Ice Cream tower)

9. Place lid on dish

**FUDGE BROWNIE**

5. 1 oz. (vol) Chocolate Syrup on the Real Ice Cream tower

6. 1/2 oz. (vol) Fudge Brownie Pieces

7. (2) 1/4 oz. (wt) Whipped Topping stars on either side of cake

8. 1 Maraschino Cherry (on top of Real Ice Cream tower)

9. Place lid on dish

**TURTLE**

5. 1 oz. (vol) Caramel Syrup on the Real Ice Cream tower

6. 1/2 oz. (vol) Roasted Pecan Pieces

7. (2) 1/4 oz. (wt) Whipped Topping stars on either side of cake

8. 1 Maraschino Cherry (on top of Real Ice Cream tower)

9. Place lid on dish

## SWITCHBOARD TIPS: MARCH 2013 PROMOTION

**SPICY POPCORN CHICKEN:** Available in Snack Size or Large. Two new dipping sauces available (Berry Spicy and Creamy).

**MOLTEN CAKE SUNDAE FUDGE BROWNIE:** Bundt Cake with Hot Fudge Topping, topped with Real Ice Cream and drizzled with Chocolate Syrup, sprinkled with Fudge Brownie Pieces, with whipped topping and a Maraschino cherry.

**MOLTEN CAKE SUNDAE STRAWBERRY BANANA SPLIT:** Bundt Cake with Hot Fudge Topping, topped with Real Ice Cream and drizzled with Strawberry Topping, with banana medallions, with whipped topping and a Maraschino cherry.

**SWEET POTATO TOTS:** Available in THREE sizes (SMALL = 15 tots, MEDIUM = 23 tots, LARGE = 35 tots). Served with ketchup, if guest requests dipping sauce, serve with Ranch or Honey Mustard (recommended suggestions).

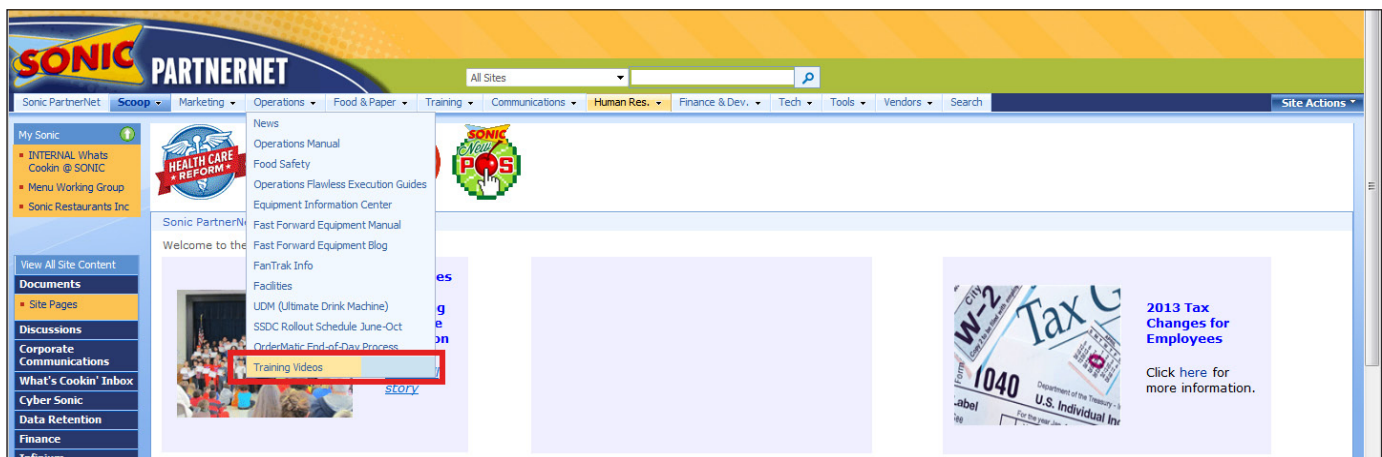
**SUGGESTIVE SELL RECOMMENDATIONS:**

Guest Orders: Spicy Popcorn Chicken  
 Guest Orders: Regular Popcorn Chicken  
 Guest Orders: Sweet Potato Tots  
 Guest Orders: Any Combo

Suggest: Make it a combo or Sweet Potato Tots or Molten Cake Sundae  
 Suggest: Would you like to make that Spicy Popcorn Chicken today?  
 Suggest: Spicy Popcorn Chicken or a Drink/Slush  
 Suggest: Would you like to make your tots Sweet Potato Tots?  
 Suggest: Drink/Slush or Spicy Popcorn Chicken or Sweet Potato Tots

**Q&A:**  
 "Can I get the Spicy Popcorn Chicken in a Combo?" Yes, I can give you a #8 combo discount.  
 "Can I get the Sweet Potato Tots in a Combo?" Yes, all you will need to do is pay the difference between our regular Tater Tots and Sweet Potato Tots. (\$1.50 more)

Drive-ins can access Training Videos via Sonic PartnerNet, under the Operations Manual tab > Training Videos.



Drive-ins can access Training Videos via Sonic e-Learning, [www.esoniclearning.com](http://www.esoniclearning.com).

# PLU INFORMATION

Long Description	Short Description	PLU	NT ITEM
SPICY POPCORN CHICKEN	SPY POP	37400	1710
LG SPICY POPCORN CHICKEN	LG SPY POP	37403	1711
PC BERRY SPICY	PC SPICY	37410	1712
PC CREAMY CHIPOTLE	PC CHPTL	37420	1713
SWEET POTATO TOTS (MEDIUM)	SWEETOTS	31290	1318
SWEET POTATO TOTS (SMALL)	SM SWEETOT	31292	1319
SWEET POTATO TOTS (LARGE)	LG SWEETOT	31293	1320
MOLTEN CAKE SUNDAE TURTLE	TRTL CKE	26160	1665
MLTN CKE SUN STRBRYBNANA SP	SPLT CKE	36200	1666
MLTN CKE SUN HOTFUDGE BRNE	FUDG CKE	26140	1667
<b>FEBRUARY FSI</b>			
BUY ONE GET ONE SONIC CHEESEBURGER	BOGO CB	35470	25986
BROWN BAG SPECIAL	BROWN BAG	2390	20164
LG BROWN BAG SPECIAL	LB BRN BAG	2393	25766
FREE LARGE DRINK W/BREAKFAST BURRITO PURCHASE	FREE LGDK	35050	25956
BREAKFAST COMBO @ \$2.99 (\$2.99 BREAKFAST BURRITO COMBO)	BKFSTCMB	36030	26005
PREMIUM BREAKFAST BURRITO COMBO @ \$2.99	BURCM299	37780	26092
JUMBO POPCORN CHICKEN SNACK @ \$1.99	JPC 199	37790	26093
BUY ONE GET ONE SHAKE	BOGO SHAKE	2380	20163
<b>MARCH FSI</b>			
BUY ONE GET ONE CHICKEN SANDWICH	BOGO CHK	3360	25352
BREAKFAST BURRITO .99	BK BUR .99	2570	20186
\$0.99 BLAST (MINI BLAST @ \$0.99)	.99BLAST	34760	25494
\$1.49 MOZZARELLA STICKS	149MOZSK	35110	25970

# QUESTIONS

1. What are the proper UNCOOKED and COOKED weights for the new SNACK Size Spicy Popcorn Chicken?
2. What are the proper UNCOOKED and COOKED weights for the new LARGE Spicy Popcorn Chicken?
3. What is the cook time for Spicy Popcorn Chicken?
4. In the PRINCE CASTLE GRILL SIDE HOLDING CABINET, what is the hold time for the Spicy Popcorn Chicken?
5. How many PC dipping sauces are served with the LARGE Spicy Popcorn Chicken?
6. How many tots are in all three sizes (SMALL, MEDIUM, and LARGE) of Sweet Potato Tots?
7. What is the cook time for Sweet Potato Tots?
8. What is the maximum hold time on Sweet Potato Tots?
9. The Bundt cakes should be tempered \_\_\_\_\_, temper time is \_\_\_\_\_ hours, once tempered, the shelf life is \_\_\_\_\_ days, refrigerated, and \_\_\_\_\_ at room temperature.
10. How much Hot Fudge Topping is placed on ALL 3 flavors of Molten Cake Sundaes?
11. The Brownie Pieces should be held in the Fountainette for a maximum of \_\_\_\_\_ hours and the proper portion on the Brownie Fudge Molten Cake Sundae is \_\_\_\_\_ oz.
12. True or False: Roasted Pecans should be held at Room Temperature for a maximum of 48 hours.
13. Where should chocolate and caramel topping be held once opened?
14. What is the ideal overrun % for Sonic Real Ice Cream?
15. Overrun lower than the ideal % results in \_\_\_\_\_ and could be caused by \_\_\_\_\_.

# ANSWERS

1. Uncooked = 5.2 oz and Cooked = 4.0 oz.
2. Uncooked = 8.0 oz and Cooked = 6.8 oz.
3. 4:00 minutes (check doneness of product prior to serving)
4. 30 minutes (NO lid, with Trivet AND Riser)
5. 2 Dipping Sauces, guests' choice
6. SMALL = 15 tots; MEDIUM = 23 tots; LARGE = 35 tots
7. 3 minutes
8. Maximum hold time is 5 minutes, recommendation is cook to order except during peak periods.
9. Refrigerated, 2-4 hours, 14 days refrigerated, 24 hours
10. 2 oz. (vol) (1 oz. pump in the middle of the cake, 1 oz. pump around the outside of the cake)
11. 24 hours, 1 oz. (vol) (2 scoops)
12. True
13. Fountainette, or refrigerated temperature, holding at room temperature will cause product to spoil.
14. The ideal overrun of Sonic Real Ice Cream is 50% to 60% if using an ice cream machine, or 45% to 55% if using a shake machine.
15. Wasted Mix, higher food costs; Incorrect air meter (change to higher number); hose clogged (not allowing air to circulate)



## SONIC OPERATIONS SERVICES

300 Johnny Bench Drive | Oklahoma City, OK. 73104 | (800) 569-6656